

PROMOTIONS ON VIEWING DEVICES

ABSTRACT OF THE DISCLOSURE

A system for displaying promotions on a viewing device associated with a network device. The system includes a display, for example, a full-screen or partial-
5 screen electronic program guide viewable on the viewing device while a person is using the viewing device. The system also includes a selector which when triggered causes a promotion to be shown on the display. When shown, the promotion may cover all or a portion of the viewing area of the display. Multiple promotions may be displayed simultaneously, and each promotion may be individually selectable. The selector may
10 be triggered by the interaction of the person with the network device, for example, when the person changes channels or channel surfs, or a trigger may be embedded in a broadcast stream.